

## GENERAL FACT SHEET

06R-83

BILL NUMBER

## BRIEF TITLE

Pershing Advertising Agreement  
with Cornhusker Bank

## APPROVAL DEADLINE

## REASON

## DETAILS

## POSITIONS/RECOMMENDATIONS

|  |  |  |
|--|--|--|
| <p>Pershing Municipal Auditorium presently owns and operates two exterior animated programmable electronic message systems and one interior animated programmable electronic message system at its auditorium facility located at 226 Centennial Mall South in Lincoln. The two exterior Message Systems are located at 16<sup>th</sup> and "M" Street, and 15<sup>th</sup> and "N" Street on the grounds of the Auditorium. This is a mutual request from Pershing and Cornhusker Bank for approval. This Agreement is a two-year contract for the cost of \$10,000 per year, and is commencing on May 1, 2006 and terminating on April 30, 2008.</p> | Sponsor  | Don Herz/Tom Lorenz  |
|  | Program Departments, or Groups Affected        | Finance/Pershing Auditorium  |
|  | Applicants/Proponents                          | <p>Applicant:</p> <p>Don Herz/Tom Lorenz</p> <p>City Department:</p> <p>Finance/Pershing Auditorium</p> <p>Other:</p>  |
| <p>Discussion (Including Relationship to other Council Actions)</p> <p>Advertising revenue is an important part of the revenue stream for Pershing. This agreement is replacing the previous contract Pershing had with Bristol Windows.</p>   | Opponents                                      | <p>Groups or Individuals:</p> <p>No known opposition</p> <p>Basis of Opposition:</p>   |
|  | Staff Recommendations                          | <input checked="" type="checkbox"/> For <input type="checkbox"/> Against<br>Reason Against   |
|  | Board or Commission Recommendation             | BY<br><input type="checkbox"/> For <input type="checkbox"/> Against<br><input type="checkbox"/> No Action Taken<br><input type="checkbox"/> For with revisions or conditions<br>(See Details column for conditions)                              |
|  | CITY COUNCIL ACTIONS<br>(For Council Use Only) | <input type="checkbox"/> Pass<br><input type="checkbox"/> Pass (As Amended)<br><input type="checkbox"/> Council Sub.<br><input type="checkbox"/> Without Recommendation<br><input type="checkbox"/> Hold<br><input type="checkbox"/> Do not Pass |

## DETAILS

### POLICY/PROGRAM IMPACT

|  |                               |   |                    |
|--|-------------------------------|---|--------------------|
|  | POLICY OR PROGRAM CHANGE      | <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES |                    |
|  | OPERATIONAL IMPACT ASSESSMENT | None  |                    |
|  | <b>FINANCES</b>               |   |                    |
|  | COST AND REVENUE PROJECTIONS  | COST of total project:<br>COST of this Ordinance/<br>Resolution     |                    |
|  |                               | RELATED annual operating<br>Costs                                   |                    |
|  |                               | INCREASED REVENUE EXPECTED:   |                    |
|  | SOURCE OF FUNDS               | CITY [Approximately]<br>\$ _____ %<br>\$ _____ %<br>\$ _____ %      |                    |
|  |                               | NON CITY [Approximately]<br>\$ _____ %<br>\$ _____ %<br>\$ _____ %  |                    |
|  |                               | <b>BENEFIT COST</b>   |                    |
|  |                               | <input type="checkbox"/> Front Foot                                 | Average Assessment |
|  |                               | <input type="checkbox"/> Square Foot                                | \$ _____ \$        |
|  |                               |   |                    |
|  |                               |   |                    |

APPLICABLE DATES:

FACT SHEET PREPARED BY:

REVIEW BY: Don Herz

REFERENCE NUMBER